

## Appearing on Aging Horizons: How to Develop Talking Points

September 2014

- We film (3) seven-minute segments for each show (segments are unscripted)
  - Currently, Aging Horizons is aired at 11:30 am on the Big Sky channel
  - The audience is typically older folks and/or folks who have disabilities, who are at home during the day.
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1. Keeping that specific audience mix in mind, consider what you most want them to know about you and your topic.
2. Using a “**who, what, why, where, when, how**” process to guide you, decide what type of message you would like to convey to the audience in each segment and develop talking points such as:
  - **Who** is going to benefit from your program? **Who** staff the program? **Who** developed your programs originally?
  - **What** is your program all about? **What** kinds of services does it provide? **What** should people do if they think you could help them? **What** kind of training does your staff have? **What** information would you like to cover in each segment so it makes the most sense to viewers?
  - **Why** are your services important to the community? **Why** should citizens seek you out?
  - **Where** are you located? **Where** should citizens go to find you?
  - **When** should people consider seeking your services? **When** is your staff available?
  - **How** do your services work? **How** should our audience contact you?
3. We strive for a relaxed atmosphere during taping, but I do need some direction from you so I can formulate questions/discussion which reflects the message you hope to convey to the audience. The points above are just my generic suggestions (since I know very little about your topic); if you have other points you want to discuss and that better describe your topic than I have, feel free to use them. You know what you want to say; my goal is to make sure my guest(s) has the opportunity to guide our conversation in directions that are meaningful to the guest and their topic!
4. Please e-mail your completed talking points to [kevermann@mt.gov](mailto:kevermann@mt.gov) at least several days prior to your scheduled Aging Horizons appearance. Thank you very much; we look forward to filming a great show with you!